# Kristin L. Turner

+1832.368.0660Kristin.L.Turner@gmail.com www.linkedin.com/in/klturner

## AMAZON

#### **Current Roles**

#### Design Leadership @ Amazon

Co-led Black Employee Network (Affinity group) sub-group focused on activating & developing Black employees in design roles supporting cross-Amazon design execution for African American Holidays, 2 BEN Design Townhalls, Piloting 1 external virtual event, Piloting safe/inclusive design crits, 4 development events for the Amazon Design Apprenticeship program, 6 promotions in 2021. Initiated a Design Diversity Equity and Inclusion working group and drove the strategy and recruitment process to reform the Amazon Design Leadership group from being primarily design directors to be more inclusive by shifting the composition across key identifers; race/ethnicity groups, design job family, team size, IC/manager, locale, gender, people with disabilities, and LGBTQIA+. • Collaborated with other design leaders to develop of a framework to make Amazon leveling guidelines more inclusive and drove adoption by the Talent Movement team. Speaker for 8 internal and external events in 3 years; ranging from keynotes to panels to career development. • Launched a self-service Voice of Customer panel associated with the BEN affinity group to empower Amazonians to reachout to Black employees for candidate feedback on concepts and products which has been used by teams as diverse as Amazon Music, Amazon Devices, Shipping & Delivery Support.

# PATENTS 2 Patent Awards @Amazon

## SPEAKING **Diversity X Design, 2021** Design=, speaker

# **Design Leadership Excellence, 2021**

#### Head of Design & User Research, Amazon Diagnostics

Leader charged with establishing and enabling a cross-functional team to design physical products, digital customer experiences, and clinical experiences to support diagnostic testing for Amazon workers and customers. Team consists of UX designers, art directors, visual designers, product managers, packaging engineering, design technologists, and program management.

Design Talent Panel, panelist

#### **Cannes**, 2021

Adweek: When brands take a stand for social justice, panelist

**Conflux - Decolonizing Design** (Amazon Design Conference), 2020 **Deconstruct Systems to Decolonize** Design, speaker

**Amazon Care X BEN Presents, 2020** Creativity for Change Panel, moderator

Amazon X Adobe, 2020 Creative Jam, judge

#### **Amazon Recruiting, 2020** UX Design Diversity, Equity, and Inclusion Panel, moderator

Highlights:

Global front-line worker COVID-19 testing programs enabling free testing for Amazonians at 900 sites in U.S. and Europe

Launch of at-home COVID-19 test kit & accompanying digital experiences for Amazon customers in the U.S. and the UK.

#### **Key Projects**

#### Amazon Fresh Grocery Store, 2018 - 2019

- Founding designer for first Amazon-owned grocery store experience
- Order Ahead & Order Management System
- Alexa Shopping List Integration
- Dash Smart Exit Experience & Attention System
- Associate Tools for Store Operations

#### Prime Now Unattended Delivery, 2018

• Estimated annual savings of \$955K in concessions and \$1.93M in delivery costs. • National 50:50 weblab Reduced key error codes by -15bps, resulting concessions value per order descressed by \$0.06.

#### Unified Post-Order Feedback for F3 Businesses, 2018

• Timely customer satisfaction feedback drove a shift in business priority 12.4% of Fresh orders and 12.8% of Prime Now orders rated in June 2018 Led design teams in the first product enhancement across Prime Now and Fresh teams; working with product, tech and BI teams to deliver unified requirements, create a common UI, and build and launch on the same platform.

SCCA Design Challenge -Sustainability, 2019 Student team coach

# CONFERENCES

ELC Mid-Level Manager Symposium, 2021 AfroTech, 2018 - 2020

GraceHopper Celebration, 2019

SKILLS

### Leadership Vision Setting, Roadmapping, Hiring, Talent Development & Review, Strategy,

DEI Programs

#### **UI & UX processes**

#### WFM Pickup from Multiple Stores in a Region (Prime Now), 2018

Led design for CX updates allowing customers more flexibility in which WFM they pick-up grocery orders from.

#### Prime Now Singapore & Prime Membership in Singapore, 2017

• Amazon's first retail experience in Southeast Asia

Week 1 highlights included 21.6K Prime Free Trial members, exceeding our end of first month forecast (21.4K) in first week, 11.3K Prime Now (Local) orders (+16% to Plan), 2.5K Global Store orders (+33% to Plan), driving \$1.3M OPS across 109K total units.

Creative Direction, Heuristic Evaluation, Ideation, Information Architecture, Interaction Design, Personas, Prototyping, Scoping & Planning, Service Design, Site Maps, Stakeholder Engagement, Task Flows, Task Analysis, User Research (moderated & unmoderated). Wireframina

#### Industries

**Online Grocery Shopping, Physical** Stores, Operations, Entertainment, Diagnostics, Insurance, AdTechnology

#### Interfaces

Mobile Application, Web, Physical Products, Processes, Browser Plugins, Smart Devices

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# ADDITIONAL EXPERIENCE

#### PubMatic

UX Lead & Sr. Interaction Designer | Nov 2015 - Jan 2017 Interaction Designer | Jun 2015 - Nov 2015

UX Lead supporting publisher marketing automation across 5 Ad Tech SaaS products. Creating and maintaining usable products that allow advertising sellers and buyers to manage the business of ad sales through software.

# EDUCATION

#### Workshops & Trainings

 SVC Animation & Motion Graphics Workshop, May 2017

@Amazon - Design Sprints, Voice
Design, Making Hiring Decisions, Working
Backwards

 Microsoft Win8 UX Workshop, Nov 2012



#### Manager, Digital Projects & UX | Jun 2013 - Jun 2015

Elevate user experience for client projects spanning insurance, financial, health, and advocacy organizations. Led cross-functional teams including strategists, develop-ers, designers, jr. project managers, and content specialist. Clients included ACE Insurance and Prudential Retirement.

Award: 2015 Strategic Healthcare Communications, Meridian Healthcare System - Website Redesign

#### Tigerspike

UX Designer | Jun 2012 - Jul 2013 Interactive Producer | Jul 2011 - Jun 2012

Individual contributor in design studio, participating in end-to-end project delivery, client workshops, and new business pitches. Often leading strategy, scope definition, and interaction design for iOS, Andorid, Kindle Fire, and web projects (responsive and mobile). Clients included American Express, IHS, Sears/Kmart, Songza, and TruTV.

Award: 2012 British Medical Association's Medical Book Awards, Elsevier - Netter's Anatomy Atlas App for iPad

#### Coursera

 Gamification Course, U of Penn, Sep 2012

 HCI Course, Stanford, Apprentics Track, Aug 2012

### University of Texas at Austin

BA, Philosophy/ BS, Public Relations Busines Foundations Global track (minor) Dec 2009

Study Abroad: UT CIBER Program, Paris Jun 2009 - Jul 2009

UT Intellectual Entreprenuerishp Pre-Graudate School Internship Jan 2007 - May 2007

#### **Burson-Marsteller**

#### Digital Project manager | Jun 2011 - Jul 2011 Jr. Project Manager | Jun 2010 - Dec 2010 Global Digital Coordinator | Feb 2010 - May 2010

Role spanning research, strategy, light UX, and project management for website builds, site maintenance, and email campaigns. Clients included Hewlett-Packard, Hormel, SPAM, and U.S. Department of Veterans Affairs

Award: 2012 ITMA Award, Hewlett Packard - Cross Channel Marketing Campaign

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